CLAIMS

1. A computer implemented method for transporting data in a data warehousing application, comprising the steps of:

a) extracting data from at least one source containing data having a standard data structure;

b) translating said data to form translated data containing meaningful business terms;

c) loading said translated data into a staging area;

d) processing said translated data to obtain data having a common structure;

e) transforming said data having a common structure into a format suitable for loading into a data warehouse; and

f) storing the data transformed in step e).

2. A computer implemented method as recited in Claim 1 wherein step b) further comprises performing joins in said data.

3. A computer implemented method as recited in Claim 1 wherein step b) further comprises presenting source fields of said data in a form that is understandable to a user.

4. A computer implemented method as recited in Claim 1 wherein said at least one analytic business component encapsulates extraction logic as data is moved from said data source.

5. A computer implemented method as recited in Claim 1 wherein step c) further comprises:

c1) denormalizing at least some of said translated data;

c2) joining tables from said translated data;

c3) normalizing at least some of said translated data; and

c4) cleansing said translated data.

6. A computer implemented method as recited in Claim 1 wherein step d) further comprises converting source-specific terminology into analytic data interface terminology.

7. A computer implemented method as recited in Claim 6 wherein step d) further comprises performing source specific configuration by setting data indicators and choosing a set of rows that will be put into said data warehouse.

8. A computer implemented method as recited in Claim 7 wherein step d) further comprises

d1) combining extract-specific staging area objects;

d2) providing a common way to flag a record to be deleted; and

d3) performing data type conversions.

9. A computer implemented method as recited in Claim 8 wherein said data type conversion is performed by publishing the structure of each field and converting said data type using a consistent approach.

10. A computer implemented method as recited in Claim 1 wherein step e) further comprises cleaning data by enforcing commonalties in dates, names and other data types.

11. A computer implemented method as recited in Claim 1 wherein step e) further comprises

e1) consolidating business concepts across an entire value change into integrated structures that are suitable for querying and reporting; and

e2) normalizing source definition differences into a single common definition.

12. A system for transporting data to a data warehouse comprising:

at least one staging area, said at least one staging area adapted to store data;

at least one analytic business component coupled to a data source and coupled to said at least one staging area, said analytic business component for translating operational data from said data source into translated data containing meaningful business terms;

at least one source adapter coupled to said at least one staging area for processing said translated data to obtain data having a common structure; and

an analytic data interface coupled to said source adapter and adapted to receive said data having a common structure, said analytic data interface transforming data for loading into a data warehouse.

13. A system as recited in Claim 12 wherein said at least one staging area is one or more target in a warehouse designer that includes staging area tables.

14. A system as recited in Claim 12 wherein said at least one analytic business component is source-specific and wherein said at least one analytic business component includes at least one maplet in a warehouse designer.

15. A computer readable media for causing a computer to perform a method for transporting data in a data warehousing application, comprising the steps of:

a) extracting data from at least one source containing data having a standard data structure;

b) translating said data to form translated data containing meaningful business terms;

c) loading said translated data into a staging area;

d) processing said translated data to obtain data having a common structure;

e) transforming said data having a common structure into a format suitable for loading into a data warehouse; and

f) storing the data transformed in step e).

16. A computer implemented method as recited in Claim 15 wherein step b) further comprises performing joins in said data.

17. A computer implemented method as recited in Claim 15 wherein step b) further comprises presenting source fields of said data in a form that is understandable to a user.

18. A computer implemented method as recited in Claim 15 wherein step c) further comprises:

c1) denormalizing at least some of said translated data;

c2) joining tables from said translated data;

c3) normalizing at least some of said translated data; and

c4) cleansing said translated data.

19. A computer implemented method as recited in Claim 15 wherein step d) further comprises

d1) combining extract-specific staging area objects;

d2) providing a common way to flag a record to be deleted; and

d3) performing data type conversions.

20. A computer implemented method as recited in Claim 15 wherein step d) further comprises performing source specific configuration by setting data indicators and choosing a set of rows that will be put into said data warehouse.

21. A computer implemented method as recited in Claim 15 wherein step e) further comprises cleaning data by enforcing commonalties in dates, names and other data types.

22. A computer implemented method as recited in Claim 15 wherein step e) further comprises

e1) consolidating business concepts across an entire value change into integrated structures that are suitable for querying and reporting; and

e2) normalizing source definition differences into a single common definition.